

Reach your target audience  
when you advertise in

## Baltimore's BRIDE

Available in Print & Electronic Versions

Brought to Baltimore area brides by the editors of several upscale magazines, Baltimore's Bride offers practical and 100% local information about receptions, gowns, flowers, photography, music, cakes, out-of-town guests, honeymoons, invitations, rings and more. And, unlike any other Baltimore bridal magazine, every issue of Baltimore's Bride includes a Wedding Planner Workbook offering an essential outline for brides to help them plan their weddings.

Baltimore's Bride is the premier wedding resource for brides-to-be in the Baltimore area. The average wedding expenditure is more than \$27,000 and Baltimore's Bride is the perfect place to capture your share of the wedding business in the Baltimore area.

### WINTER/SPRING 2009

Space Reservation Deadline: 12/29/2008

Ad Production Deadline: 1/5/2009

Delivery/On Stand: 1/29/2009

#### Features:

- ∞ Your Special Day, Step by Step
- ∞ Elegant Wedding Gowns
- ∞ Dressing the Groom
- ∞ Which Flower Are You?
- ∞ Tasty Towering Cakes
- ∞ Reception Rescue Guide
- ∞ A Memorable Honeymoon
- ∞ And much, much more!

### SUMMER/FALL 2009

Space Reservation Deadline: 5/8/2009

Ad Production Deadline: 5/15/2009

Delivery/On Stand: 6/15/2009

#### Featuring:

- ∞ Everything Needed for Your Dream Wedding!

### Baltimore's Bride

adds value for advertisers

- ∞ **Lead List** – Advertisers receive a list of pre-qualified leads to use for marketing or direct mail efforts.

- ∞ **Website Link** – An advertiser hot link is displayed on the BaltimoresBride.com article pages.

- ∞ **Bulk Copies** – Complimentary issues are provided to any advertiser who wishes to share them with clients.

- ∞ **Editorial Coverage** – Baltimore's Bride makes every attempt to source its advertisers and feature advertiser photographs. It is best to commit to advertising as early as possible in order to meet the editorial deadlines.

### CIRCULATION

Baltimore's Bride is distributed at Baltimore's Bride Bridal Show, Baltimore's biggest and best bridal show, and through local bridal registries and bridal retail locations as well as a comprehensive mailing list of local brides. Additionally, copies are sold on newsstands throughout Baltimore. This complete distribution program assures advertisers that their advertising message in Baltimore's Bride will reach thousands of local engaged couples and their families. Total circulation is more than 15,000 per issue.

### ADVERTISING RATES

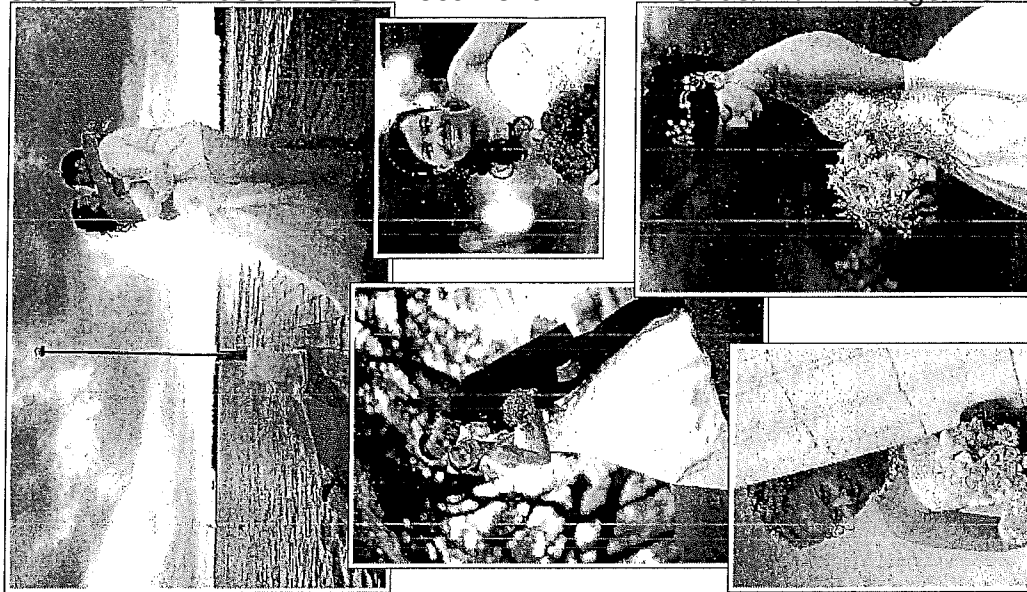
Business Card	3-7/8" x 1-15/16"	\$300
1/4 Page	3-3/8" x 4-3/4"	\$500
1/3 Page	4-5/8" x 4-7/8"	\$900
1/2 Page	7" x 4-7/8" Horizontal 4-5/8" x 7-3/8" Vertical	\$1,100
2/3 Page	4-5/8" x 10"	\$1,500
Full Page		\$1,800
Cover 2		\$4,000
Cover 3	7" x 10" (8-1/8" x 10-7/8" trim)	\$3,900
Back Cover		\$4,200
Spread	16-1/4" x 10-7/8"	\$3,100

### Baltimore's BRIDE

*Baltimore's Finest Bridal Publication*

[www.BaltimoresBride.com](http://www.BaltimoresBride.com)

# Baltimore's Wedding Planner BRIDE



Published by

**Lighthouse**

Lighthouse Media Group, Inc.

Abingdon, MD 21009

2033

# Baltimore's BRIDE Bridal Show 2009

April 18-19, 2009

**Baltimore Convention Center**  
Hall E, One West Pratt Street

The Baltimore's Bride Bridal Show connects thousands of local brides to wedding experts to help plan the wedding of their dreams!

This year's bridal show offers elegant displays, demonstrations, samples, and plenty of discounts for attendees from more than 200 exhibitors of the area's most trusted wedding experts. Attendees will enjoy stunning runway fashion shows featuring top designers, plenty of food and cake tastings as well as listen to top musical performances from local musicians and talented DJ's. Baltimore's Bride Bridal Show, the largest and finest bridal show in the area, offers a fun, convenient way to reach more than 6,000 future brides and grooms along with their families and friends.

Every Bride who attends the show will receive a complimentary copy of Baltimore's Bride and can register to win wonderful gifts and prizes, including spa treatments, gorgeous jewelry, or even a honeymoon cruise, just to name a few.

## BOOTH SPACE RATES

6 x 8	\$ 699
6 x 16	\$1,229
10 x 10	\$ 899
10 x 20	\$1,629

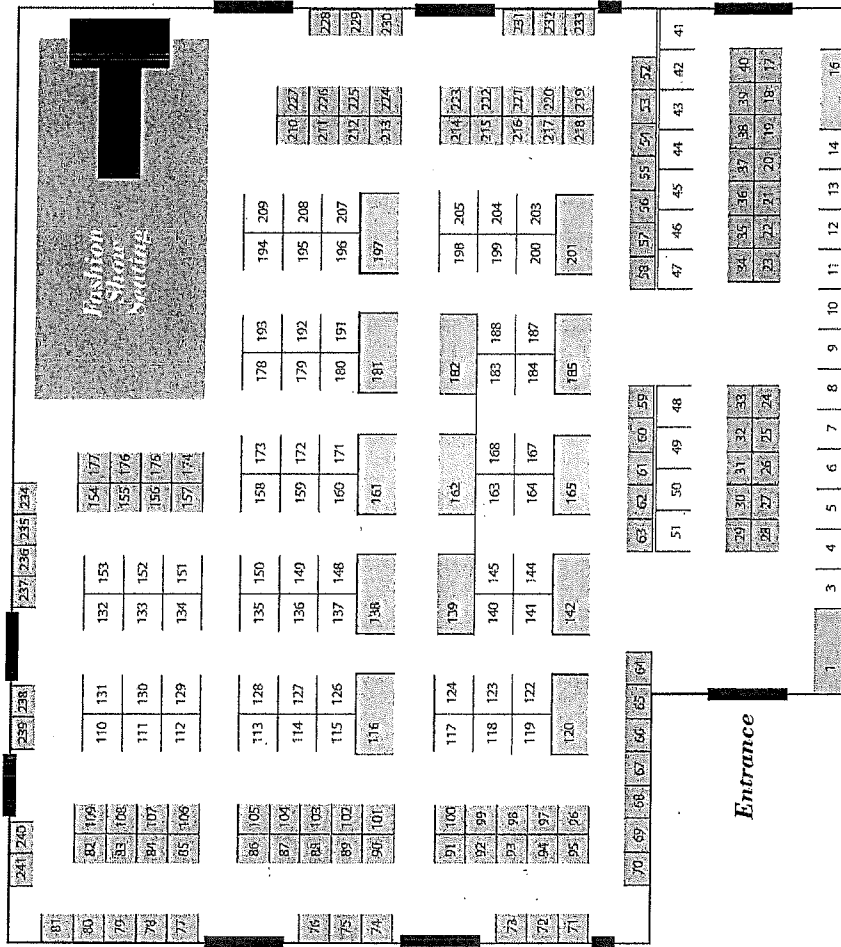
Please contact us for additional sizes and Premium Placement prices.

**Baltimore's Bride Advertisers**  
receive discounted booth space  
at our Annual Bridal Show

## Baltimore's BRIDE Bridal Show

In addition to advertising in Baltimore's Bride, complete your marketing plan with a booth at Baltimore's Bride Bridal Show at the Baltimore Convention Center in downtown Baltimore.

More than 2,000 brides-to-be ~ 200+ exhibitors ~ Two lavish fashion shows



## Each Show Exhibitor Receives -

- ~ **Furnished Exhibit Space** - Exhibit booth packages include draped back and side walls, skirted table, chairs and personalized display sign.
- ~ **Listing in Official Show Program** - A valuable resource for the bride both during and after the show. Your listing includes your company name, telephone number and web address. Display advertising is also available.
- ~ **Listing on BaltimoreBride.com** - Our web site puts your business in front of thousands of brides

each month. Premium listings, banners and category sponsorship are available.

~ **Tickets and Promotional Materials** - You'll receive 10 complimentary tickets and promotional materials which can be used to let brides know your business will be part of the show.

~ **Bride Contact List** - Just a few days after the show you'll receive a comprehensive list of attending brides. Follow up with these brides to maximize your results from the show.

For complete details, contact a Baltimore's Bride account executive today at 2033